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Policy & Procedures

Title: REE Signage Policy

Number: 170.1

Date: December 3, 2015

Originating Office: Facilities Division
Real Property Management Branch
Administrative and Financial Management

This Replaces: 243.2
This issuance will be in effect until 12/3/2020.

Distribution: Administrative and Financial Management
Area Offices
Locations

This issuance replaces the issuance identified above, updating REE-wide policy, specifications, and the criteria for a variety of signs, including directories, memorials, plaques and cornerstones. It also addresses requirements for posting notices on bulletin boards and the naming of the facilities.

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POLICY

It is the Research, Education, and Economics (REE) policy to ensure the proper use of the Department of Agriculture (USDA) branding; communication criteria for signs; requirements for posting notices on bulletin boards; the placement of memorials, plaques, and cornerstones; and for naming facilities or projects.

BACKGROUND

This issuance is being updated to align the various topics covered herein with current Departmental Regulations and guidance. This issuance is also intended to ensure consistency throughout REE agencies in the application of the broad range of topics covered.

AUTHORITIES

- (a.) Departmental Regulation (DR) 1430-002, Use of Logos/Marks at the United States Department of Agriculture, dated January 8, 2013.
- (b.) DR1600-002, Posting of Notices and Information Bulletins, dated April 4, 2001.
- (c.) DR5160-001, Official Symbol and Seal of the Department dated September 19, 2013.
- (d.) DR 5160-002, Erection of Memorials, Plaques, and Cornerstones; Naming of USDA Facilities, dated May 29, 2013.
- (e.) DR5160-003, Identification Signs, dated September 3, 2014
- (f.) Federal Management Regulations, Subchapter C-Real Property, Part 102-74-Facility Management.
- (g.) USDA Facility Signage Guide dated April 2104 <http://www.usda.gov/documents/usda-facility-signage-guide.pdf>.
- (h.) USDA Visual Standards Guide, dated January 2013
<http://www.usda.gov/documents/visual-standards-guide-january-2013.pdf>.
- (i.) U.S. Department of Justice, American with Disabilities Act regulations entitled 2010 Standards for Accessible Design (2010 Standards) published in the Federal Register on September 15, 2010
<http://www.ada.gov/regs2010/2010ADAStandards/Guidance2010ADAstandards.htm#titleII>.

OFFICIAL BRANDING OF THE DEPARTMENT

The use of the Official Symbol of USDA must be in accordance with Reference (h.). No REE employee will affix the Official Seal to any document, nor reproduce the impression of the seal or duplicate the seal in exact replica and size.

Official Signature Lockup. The Departmental Signature Lockup is comprised of the USDA Symbol and the Department's name. Only Signature Lockups supplied by the USDA's Office of Communications (OC) may be used. Any substitution of fonts on the Signature Lockup is unacceptable. The signature lockup will be reproduced in either one of three colors. The official colors for the USDA symbol are dark blue (PMS 288) and dark green (PMS 343), and the Department name is black. If reproduced in one color, the lockup shall be in black or the most dominate color available. If the signature lockup is on a color background, it can be reproduced in either black or white.

USDA Symbol. The USDA symbol is a graphic representation of the land – the foundation of all agriculture – and the Department's initials. Its colors represent the elements of earth, air and water. These elements are not to be broken apart and used as individual graphics. The symbol colors Official Symbol with the Department name will be included and used as the Department's signature. It is designated for display on signage as deemed appropriate.

More information on the USDA Symbol and acceptable signature lockup variations can be found at the following:

<http://www.usda.gov/documents/usda-facility-signage-guide.pdf>

The Symbol is to be used as follows:

1. Displayed in REE auditoriums, lobbies, areas frequented used by the public, and other locations deemed appropriate
2. On official facility, center, and/or station, signage, location signage, and directional signage in accordance with in accordance with Reference (h.)
3. Displayed on official exhibits and information display materials of REE
4. Furnished for use in appropriate public meetings or for other educational or public purposes
5. Reproduced on all electronic digital publishing, video, Internet, and Intranet means
6. Reproduced on agency informational and communication products in accordance with Reference (h.) and
7. Printed on employee's business cards and used only when representation REE on official business.

The Symbol will **not**:

1. Be used to constitute warranty of private sector products, organizations, or their endeavors or
2. Be displayed or presented in a manner that suggests that REE or an REE agency recommends one product or project over another, without written permission from the Director, Brand, Events, Exhibits and Editorial Review (BEERD, OC).

Official USDA Seal. The Official Seal has been withdrawn from use as the designated departmental identifier and will be has been relegated for use on legal materials, in the Office of the Secretary, USDA agencies, and for other functions as determined by the OC.

Requests to affix the Official Seal to documents will be submitted in writing to the Design Center, OC, by the REE Agency Administrator or their designee. REE agency designee names will be forwarded to the Design Center, OC. (See **RESPONSIBILITIES** herein.)

SIGNS

Standards. For public conveniences, buildings, offices, facilities, centers, stations, etc., of REE agencies will be marked by signs or lettering on the buildings and doors. Signs will be erected at the main entrances of buildings, centers, etc. Principal buildings of such facilities will also be identified.

Uniformity. REE signs will be uniform and conform to the standard design for the Department as prescribed by OC.

1. Interior Facility Signage. Signs designating a permanent room or space must be American with Disabilities Act (ADA) compliant. For the latest ADA signage standards and guidelines, contact www.ADA.gov. Permanent signs applies to signs used for more than (7) days.
2. Signature lockups identified within Reference (g.) must be used on all Department facility signage. **Only those lockups supplied by USDA's OC may be used.** Helvetica and Arial are the preferred type fonts.
3. Service Center signs are detailed within Reference (g.).

NOTE: Existing signs need not be changed to conform to this policy. When replacement is necessary or when repair/maintenance is required for a building, facility, etc., new signs will be installed in accordance with the standard design.

Use of Agency Symbols with the USDA Symbol. The use of agency and staff logos in Signature Lockups is being phased out and replaced with a signature model that features **only** the USDA Symbol. Also, **do not** use office or staff-level names within Signature Lockups.

Building Directories. In accordance with reference (e.), the words “U.S. Department of Agriculture” will precede the agency listing in letters not small or less conspicuous than size used for the agency name.

Building Identification. Buildings are to be identified or marked to all identification by emergency response personnel. For example, building numbers of sufficient size should be affixed to the building exterior to allow for easy identification.

Braille. Any permanent signs, such as those for elevators/elevator lobbies, must include braille.

Exceptions. The following exceptions to the standard sign are permitted:

1. Existing signs need not be changed to conform to the standard design until it is necessary to replace them. When such replacements are made, they will be in accordance with the standard design.
2. When local environment dictates a more appropriate type of sign, such as raised bronze or carved stone letters on buildings, or when university sign specifications must be adhered to (when REE personnel are collocated with a university). On such signs, if the name of the REE agency is used, it must follow the Department’s name, for example “U.S. Department of Agriculture, Agricultural Research Service.”
3. Special purpose control, warning, directional signs, or those identifying physical.
4. Features when a REE agency name is not involved. Directional signs for federally-owned roads and highway intersections, when needed, will conform to city, county, or state regulations.
5. When activities are carried on cooperatively with another agency outside of the Department. However, on such signs where the name of the REE agency appears, the words “U.S. Department of Agriculture” must also appear.
6. Individual buildings of a facility, center, station, etc., be identified only the name of the REE program or research activity when the principal entrance of the facility properly identified.
7. Federal multitenant or leased multitenant buildings. Exterior signs need not be displayed; however, appropriate identification will be presented by door lettering and sign as follows:
8. Door lettering and office signs with the inserts/name plates will have the words “U.S. Department of Agriculture” first, in letters not smaller or less conspicuous than those used elsewhere in the lettering except in buildings devoted exclusively to activities of the Department.
9. If the name of the Department comes first it must be followed by the Agency name in letters the size or smaller than those used in the name.

10. The display of decals or signs conforming to the standard identification sign specified in the Reference (g.) will meet the requirements of this regulations.

Waivers. When a waiver from these established requirements is desired, a memo justifying the special circumstance, with a detailed drawing or copy of the proposed sign (size, wording, color(s), etc.), will be submitted by the Location to the Business Service Center (BSC) or REE Agency Representative to the Real Property Management Branch (RPMB). On behalf of the REE Agency Head, the REE Agency Administrator or the Branch Chief, RPMB as designee, will formally request the approval the waiver through the Director, Facilities Division and Deputy Administrator, Administrative and Financial Management (AFM) from the Director, BEEERD through the Director, Office of Procurement and Property Management (OPPM).

BULLETIN BOARDS AND POSTING NOTICES

Bulletin boards will be installed only with the approval of the building manager/owner of the building. Items for posting will be placed only on bulletin boards and at **no** other locations. **No material will be fastened to the wall with tape or otherwise in public areas.**

Maintenance and Control. Bulletin boards should be placed under the jurisdiction of a designated person whose name and telephone number are registered with the building manager/owner of the building. This person will be responsible for installing and maintaining the board, removing any objectionable material, and monitoring the posting of the following:

1. Information concerning recognized, nonprofit, communitywide activities. Prices may be included.
2. Information on organizations or events recognized as profit activities, such as concerts, lectures, etc., so long as the activities are recreational or educational in nature. Prices may be included.

Approved Postings. Employee organizations, agency officials, and individual employees may post the following types of information:

1. Official business of the occupant agency.
2. Request for funds for welfare, health, and other purposes, approved by the head of the occupancy agency.
3. Information concerning Department employee organizations, including prices of recreational activities. **Do not** include discount price lists or other retail material.
4. Notices of Federal employees by concessionaires and employee by the occupant agency.
5. Personal notices of REE agency employees, such as the sale of any employee's home, requests for car pool participation, etc. Advertisements are to be dated and not exceed

6. 3x5 inches in size.
7. Recognized labor organization notices and issuances on space provided by the agency. If the agreement between the agency and recognized labor organization grants exclusive recognition, other unions may not post information except about meetings held off the Federal premises.

Prohibited Postings. The following postings are not authorized:

1. Advertisements by REE employees offering services or items for sale when such services or items can be obtained from commercial sources on a continuous basis; for example: offers by employees to sell honey; offers to paint houses.
2. Material which directly or indirectly attacks or adversely reflects on the integrity or character of Members of Congress, the judiciary, the President, members of the President's Cabinet, or any other Government official in a similarly responsible position.
3. Material containing expressions of derogatory or abusive character concerning and USDA employee.
4. Material which directly or indirectly condemns or criticizes the policies or any Government Department or Agency.

PLACEMENT OF MEMORIALS, PLAQUES, AND CORNERSTONES

Memorials, plaques, and cornerstones may be placed on buildings or building sites under sole jurisdiction of an REE agency, subject to the following conditions and limitations.

Memorials and Plaques

Limitations. Except in unusual cases, the placement will be limited to:

1. Recognition of outstanding cooperation by a group
2. Memorialization of a deceased person whose contribution to the REE activity and/or the Department is worthy of special recognition or
3. Detail of historical association or tradition pertaining to the site of the community in general.

Approval. No memorial or plaque will be erected without the approval of the Director, OPPM. Such approval will be requested from the Location through the Business Service Center to the RPMB. The REE Agency Representative requesting erection will prepare a memo to the Branch Chief, RPMB justifying the need to desire, with sketches showing the design and Location on the building or site and photographs of the building or site. On behalf of the REE Agency Head, the Branch Chief, RPMB, will forward the request to the Director, OPPM and follow up on such

request. Upon receipt of a response from OPPM, the Branch Chief, RPMB will notify the REE Agency Head or his/her designated Representative, BSC and Location of the concur/non concur response.

Design, Material, Inscription. Material, proportion, and detail will harmonize with its surroundings in a dignified and appropriate manner. The inscription must be held to the minimum necessary to effectively accomplish the purpose, and appropriate artistic embellishment may be affixed. Living individuals may not be referred to by name, but existing organizations may be.

Private persons or groups. Permission to erect a memorial or plaque by private persons or groups may be granted only on a revocable basis.

Cornerstones

Limitations. The placing of a cornerstone is to be limited to major, permanent REE buildings and structures.

Design and Material. Material, proportion, and detail will harmonize with the building in a dignified and appropriate matter.

Inscription. Cornerstones may bear only the following inscription.

1. the name of the building, center, or station
2. the name of the President of the United States
3. the name and title of the Secretary of Agriculture
4. the name of the architect
5. the name of the general contractor and
6. the date the building was erected.

NAMING OF FACILITIES OR PROJECTS

No REE facility or project such as a research laboratory, building, center, or station, shall be named after a living person, except as otherwise prescribed by law.

RESPONSIBILITIES

REE Agency Administrator or Designee will:

1. Request approval to affix the Official USDA Seal to documents from the Director, BEERD, OC
2. Provide a list of a list of Agency designees to the Director, BEERD, OC for official USDA Seal approvals.

REE Agency Deputy Administrator will:

1. Review REE requests for approval for the placement of a memorial or plague, before forwarding said request to the REE Administrator.

Business Service Center will:

1. Review waiver requests along with comments before submitting to the RPMB.
2. Designate a person to install bulletin boards and maintain them within BSC space.

Locations will:

1. Prepare and submit waivers to established standards herein to the BSC with a justification and detailed drawing, sketch or copy of the sign, memorial or plaque to be erected.
2. Designate a person to install bulletin boards and maintain them within Location space.

Chief, Real Property Management Branch and Director, FD and AFM will:

1. Review REE sign waiver requests, forwarding through the Director, FD and REE Deputy Administrator for their concurrence prior to submitting said waiver request through the Director, OPPM to the Director, BEERD, OC.
2. Review REE requests for approval for the placement of a memorial or plague, before forwarding said request through the Director, FD and REE Agency Deputy Administrator for their concurrence prior to obtaining concurrence of the REE Agency Administrator. Once the Administrator's concurrence is received, the Chief, RPMB submits the request for final approval to the Director, OPPM.
3. Notifies the requestor, BSC and Location of the concur/non-oncur response regarding said waiver requests.
4. Designate a person to maintain bulletin boards installed within AFM Divisions.

GLOSSARY

ADA	-	American with Disabilities Act
AFM	-	Administrative and Financial Management
BEERD	-	Brand, Events, Exhibits and Editorial Review
BSC	-	Business Service Center
DR	-	Departmental Regulation
FD	-	Facilities Division
OC	-	Office of Communications
OPPM	-	Office of Procurement and Property Management
REE	-	Research, Education, and Economics
RPMB	-	Real Property Management Branch
USDA	-	Department of Agriculture

NINO L. FLERI
Director
Facilities Division

DATE

EXHIBITS

Exhibit 1 - Official Symbol of the Department

Exhibit 2 - Official Seal of the Department

OFFICIAL SYMBOL OF THE DEPARTMENT OF
AGRICULTURE



(Image for display purposes only. Do not copy.)

In an effort to reduce associated costs with administrative operations and signatures of products produced by the Department, the current USDA symbol was created in conjunction with the Department's reorganization in 1996. It represents all of USDA's activities in its mission areas and agencies. The symbol resulted from a collaborative effort of private and public sector team members working through an objective process. Over 21,000 agriculture-related symbols were researched and reviewed. Approximately 20 new symbol designs were created and modified before a working committee made its recommendations. The committee represented all mission areas within the Department from across the Nation and Washington, DC. From the recommendations presented, the Secretary of Agriculture made the final selection in 1996 with concurrence from all Assistant Secretaries.

The USDA symbol is the single, most visible asset of USDA. It immediately identifies USDA to the world. The simple design portrays USDA as a modern organization rooted in tradition but focused on the future of agriculture.

The symbol is designated for display on information products of the Department throughout all media. The symbol is not to be used to constitute warranty of private sector products, organizations, or their endeavors. It shall never be displayed or presented in a manner that suggests that the Department recommends one product or project over another without written permission from the Director, BEEERD, OC.

The symbol is to be reproduced only from art supplied by OC (available in electronic format).

The symbol shall be reproduced in either one or two colors. The official colors for the USDA symbol are dark blue (Pantone Matching System (PMS) 288) and dark green (PMS 343). When reproduced in one color, the symbol shall be black or the dominant color used in the information product. When the symbol is placed on a color field, it should be reversed to white.

Refer to the 'Visual Standards Guide' for detailed information on the USDA symbol (e.g., color, position and placement, visibility, preferred type fonts, etc.).

OFFICIAL SEAL OF THE DEPARTMENT OF AGRICULTURE



(Image for display purposes only. Do not copy.)

The Official USDA Seal was created in 1894. It was adapted for use as a general identifier or signature, within the publication of the Department's Visual Management Manual in 1980. The seal is relegated for use on legal documents, in the Office of the Secretary, and for other protocol functions as originally mandated by Congress.

By an Act of Congress, approved August 8, 1894, the Secretary of Agriculture was authorized and directed to procure a proper seal to be known as the Official Seal of the Department of Agriculture. By an order dated June 21, 1895, Honorable J. Sterling Morton, at that time Secretary of Agriculture, proclaimed the adoption of an Official Seal for the Department of Agriculture in the following terms:

“ORDERED, That the Official Seal of the Department of Agriculture shall be (as described in Heraldic terms), two and three-eighths inches in diameter (azure), a shock of corn (or), upon a base (vert) an American plough proper. All within a double annulet (argent), outer roped, inner beaded, charged with the inscription: UNITED STATES DEPARTMENT OF AGRICULTURE, and at base, a scroll bearing the legend: “1862.AGRICULTURE IS THE FOUNDATION OF MANUFACTURE AND COMMERCE. 1889.” (or), A diapered background of 44 stars (argent) for the States of the Union.”

Records indicate that the design for the Official Seal of the Department of Agriculture was drawn by A. H. Baldwin, an artist in the employ of the Department, and submitted for criticism to Bailey, Banks and Biddle, of Philadelphia, PA. Secretary Morton showed a great amount of interest in the design of the Official Seal, even to the point of holding several conferences with Department officials and commercial concerns.

A green or gold seal and green ribbon are used on many documents with the impression of the seal. There are no official requirements for the use of green; however, it is deemed to be appropriate for use by the Department.

The dates on the scroll represent the year the Department was founded by act of Congress (1862), and the year the Department was made an Executive Office headed by a Secretary of cabinet rank (1889). The 44 stars represent the states in the Union in 1889.